

CLEAN COPY OF ALL PENDING CLAIMS

1. (Fourth Amendment) A method creating a computer graphic display useful for displaying information about a multitude of different customers

comprising the process steps of:

for each customer, downloading from a web server a set of numeric values, each associated with parameters including a recency indicator, and an advocacy indicator;

decaying the numeric value associated with the recency indicator over time according to an absence of activity by each customer;

increasing the numeric value associated with the recency indicator over time according to recent activity by each customer

for each customer, generating a symbol;

wherein the symbol's movement dynamically changes,

arranging a plurality of symbols spatially to create at least one cluster in a galaxy layout according to a polar coordinate system based on the numeric values;

displaying the galaxy layout on a display device to distinguish trends and patterns in customer behavior;

wherein said galaxy layout contains visual representations of patterns and movement corresponding to trends in customer behavior,

manipulating said computer graphic by a user to identify one or more customer groups to be part of a marketing campaign, based upon identification of said cluster within a region of space in the galaxy layout,

said customer group being further identified by customers within a user defined radius of the origin of said cluster.

2. The method of claim 1 including generating the numeric values based on an Internet communication activity of the customer.

Claim 3 is canceled.

Applicant : Miller
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Serial No. : 09/629,262
Filed : 7/31/2000
Page : 7

Attorney's Docket No.: 10001634-1

4. The method of claim 2 including converting initial data based on the communication activity to a limited data set of the numeric values.

5. The method of claim 4 including receiving additional data based on further communication activity, and modifying the numeric values based on the additional data.

6. The method of claim 1 wherein each symbol includes a characteristic indicating a numeric value of a selected parameter.

7. The method of claim 6 wherein the characteristic is selected from a group comprising motion, color, size, shape, length, direction, intensity.

Claim 8 is canceled.

9. The method of claim 1 wherein arranging the symbols includes generating a representation of a three-dimensional array.

10. The method of claim 1 including the step of selecting a subgroup of customers based on a spatial region in which their corresponding symbols reside.

11. (Fourth Amendment) A computer readable memory operable to facilitate displaying information about a multitude of different customers comprising:

a first set of instructions to download from a web server, for each customer, a set of numeric values, each associated with parameters including a recency indicator, and an advocacy indicator;

a second set of instructions to generate, for each customer, a symbol wherein the symbol's movement is capable of changing dynamically;

a third set of instructions to decay the numeric value associated with the recency

Applicant : Miller
Patent No. : n/a
Issued : n/a
Serial No. : 09/629,262
Filed : 7/31/2000
Page : 8

Attorney's Docket No.: 10001634-1

indicator over time according to an absence of activity by each customer;

a fourth set of instruction to increase the numeric value associated with the recency indicator over time according to recent activity by each customer

a fifth set of instructions to arrange a plurality of the symbols spatially to create at least one cluster in a galaxy layout according to a polar coordinate system based on the numeric values;

a sixth set of instruction to display the galaxy layout on a display device to distinguish trends and patterns in customer behavior;

wherein said galaxy layout contains visual representations of patterns and movement corresponding to trends in customer behavior,

a seventh set of instructions invoked by a user to manipulate said display of information to identify one or more customer groups to be part of a marketing campaign, based upon identification of said cluster within a region of space in the galaxy layout, said customers group being further identified by customers within a user defined radius of the origin of said cluster.

12. (Amended) The apparatus of claim 11 including a eighth set of instructions to generate the numeric values based on an Internet communication activity of the customer.

Claim 13 is canceled.

14. (Amended) The apparatus of claim 12 including a ninth set of instructions to convert initial data based on the communication activity to a limited data set of the numeric values.

15. (Amended) The apparatus of claim 14 including a tenth set of instructions to receive additional data based on further communication activity, and to modify the numeric values based on the additional data.

Applicant : Miller
Patent No. : n/a
Issued : n/a
Serial No. : 09/629,262
Filed : 7/31/2000
Page : 9

Attorney's Docket No.: 10001634-1

16. The apparatus of claim 11 wherein each symbol includes a characteristic indicating a numeric value of a selected parameter.

17. (Amended) The apparatus of claim 16 wherein the characteristic is selected from a group comprising motion, color, size, shape, length, direction, intensity.

Claim 18 is canceled.

19. The apparatus of claim 11 wherein the fifth set of instructions further serves to generate a representation of a three-dimensional array.

20. (Amended) The apparatus of claim 11 including a eleventh set of instructions to select a subgroup of customers based on a spatial region in which their corresponding symbols reside.